

### REMARKS

This Request for Reconsideration is filed in response to the Final Office Action of April 27, 2009 in which claims 1, 3-19, and 21-38 were finally rejected. With this paper, none of the claims are amended, none are canceled and none are added.

#### Claim Rejections - 35 USC § 103

At section 2, claims 1, 3-19, 21-24, 26-27 and 29-38 are rejected under 35 USC 103(a) as being unpatentable over *Jambhenkar et al.* (U.S. 64304505) in view of *Kamimura* (Pub. No. 2002/0094806).

In addition to the previous remarks, which was filed 9 February 2009 and taking the Examiner's response into account, the Applicant respectfully submits the following:

It is acknowledged that *Kamimura* discloses many of the features of the present invention. However, there is an essential difference present. *Kamimura* displays data including the e-mail address and the name of the calling party included in the personal data read while switching the images [paragraph 0081 and figures 9 and 11]. Thus, it is clear that different images are shown sequentially. Further, also the e-mail address is shown when the call is received.

On the contrary, the present invention discloses a solution in which only an icon is displayed, the icon being based on the message sender identity. In addition, the icon is displayed statically, not the dynamically presented data as disclosed in *Kamimura*. Furthermore, in the present invention, the address and the name of the sender is not shown in the idle state. In the idle state, only the icon and a notification that a message or messages are received [figures 2- 7 and figure 9]. This provides the advantage over *Kamimura* that the integrity of the sender is not unduly jeopardized [paragraph 0015]. This is inventive over *Kamimura*.

*Jambhenkar* on the other hand is related to a situation where the user is guided as much as possible regarding the usage of the phone [abstract, figures 8-1, 8-3, 8-6, 10-2, and 10-6, and column 5 lines 40-43]. *Jambhenkar* neither discloses nor implicitly points towards giving information about a person contacting without jeopardizing the integrity of the sender. Hence, a person of ordinary skill in the art and seeking for a solution to inform the

user about the identity of the sender of a message without jeopardizing the sender's integrity would not turn to *Jambhenkar* for a solution.

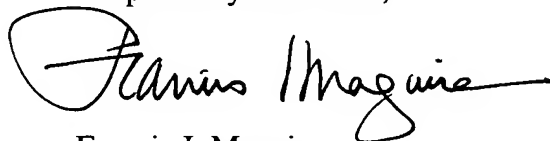
*Kamimura* does not disclose the features of the electronic message being of a type having a control data portion and a message data portion, where the control data portion includes a message sender identity, and the sender of the received electronic message is determined from the message sender identity, as noted above and in the applicant's response filed 9 February 2009, and consequently, for all of the above reasons, it is respectfully submitted that the present invention is patentable over *Jambhenkar* in view of *Kamimura* since the combination of the two will not result in a solution according to claim 1. Independent claim 19 claims the same distinguishing features as identified for claim 1 above, and is therefore also believed to be non-obvious over *Jambhenkar* in view of *Kamimura*.

Since each of the independent claims of the present application is believed to be allowable, it is respectfully submitted that dependent claims 3 – 18, and 21 – 38 are patentable over *Jambhenkar* in view of *Kamimura*, at least in view of such dependency.

In view of the foregoing, it is respectfully submitted that the present application as presented is in condition for allowance and such action is earnestly solicited. Reconsideration is respectfully requested.

The objections and rejections of the Office Action of May 9, 2008, having been obviated by amendment or shown to be inapplicable, withdrawal thereof is requested and passage of claims 1, 3-19, and 21-38 to issue is earnestly solicited.

Respectfully submitted,



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